

# How can consumers influence a sustainable energy future?

For the better solution of the energy problem.



SHUFUREN

(the association of consumer groups in Japan)

## SHUFUREN



- ◆ Founded in 1948
- ◆ Celebrating its 60th anniversary this year
- ◆ SHUFUREN is the association of regional organizations and individuals that are concerned with problems related to consumers, and whose function is to establish and protect consumers` rights for realizing a better and safer society.

## Awareness of the importance of saving energy

- ◆ Since the first oil shortage crisis happened in the 70's, Japan,
- ◆ We are always with a feeling in mind that such crisis might happen again.

## Active involvement in promoting energy saving by consumers

Holding seminars and workshops in cooperation with administrative authorities and universities.

Through which, we are trying to increase consumers awareness of the importance of saving energy and teaching them how it could be done in their daily life.



## 温暖化影響クイズ

### A warming impact quiz

Q. 葡萄の色づきが悪いのは何故？

Why is it that the color of the grape does not become clear?

夜になっても気温が下がらないため、本来赤くなるはずの葡萄が色づかない地域も出てきています。

寒冷な気候に適した果物や野菜への影響が心配されています。

Because temperature does not drop even at night, the

area where the grape should become originally red does not turn red and yellow comes out.

Fruit suitable for a chilly climate and influence on vegetables are worried about.



### To reduce emissions of CO<sub>2</sub> (carbon dioxide) at home !

67% of the emission source of the electricity per 1 household !

An air-conditioner / a refrigerator /  
a lighting equipment / television



## A saving of the standby electricity

Let's attach the tap of the individual switch.

Let's attach the power strip that has individual power saving switch with every outlet



video / audio system / PC

## An other energy measure

- ◆ Hybrid car
- ◆ Photovoltaic power generation
- ◆ The high insulation nature of the house
- ◆ A fuel cell

## Consumers Awareness Is it in a satisfied level ?

- ◆ The recognition of the energy-saving mark.



60% people do not know it by the questionnaire result.(2006)

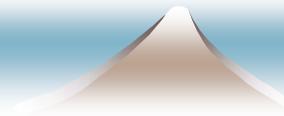
## What kind of energy is clean?

In addition, will there be the sustainability?



Is it nuclear power generation? / Is it photovoltaic power generation ? / Is it wind-generated electricity ? / Is it thermal power generation ? / Is it hydroelectric power generation?

## A role of the government

- ◆ If an energy management system is done, is the sustainable society made?
  - ◆ The government has to promote technology to make secure of the energy source and clean energy.
  - ◆ The government has to assist a guarantee and information that a consumer can understand.
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## For the sustainable world

- ◆ Developing countries need low price, abundant energy.
  - ◆ Energy problems are indeed complicated and difficult issues to be dealt with.
  - ◆ There is necessity of the world wide cooperation for contributing to the better solution.
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Thank you !

